

**Listing of Claims**

Please amend the claims as follows:

Claims 1-18 (Canceled)

19. (Currently Amended) A removable moving media, comprising:  
a source content;  
a removable content disposed within the source content for providing  
a virtual product location; and  
a communication assembly in communication with a virtual product  
source providing a virtual product which is a commercial item, the  
communication assembly providing access to the source content  
and the removable content,  
wherein the communication assembly allows the virtual product source to  
place and update the location of a ~~the~~ virtual product within the  
removable moving media through utilization of the removable  
content disposed within the source content.
20. (Previously Presented) The removable moving media of claim 19, wherein  
the virtual product source is at least one of a network, a website on a  
network, and a peripheral computing system.
21. (Cancel)
22. (Previously Presented) The removable moving media of claim 19,  
wherein the source content is a video game.
23. (Previously Presented) The removable moving media of claim 19,  
wherein the source content is at least one of a streaming video, a film, a  
video stream, and a video file format.

24. (Previously Presented) The removable moving media of claim 19, wherein the source content is a digital source content.
25. (Previously Presented) The removable moving media of claim 19, wherein the virtual product is placed within the removable moving media through at least one of a paint, a montage, an animation, and an instantiation process.
26. (Currently Amended) A method for placement of a virtual product in a moving media, comprising:  
selecting an original source media including a removable content, the removable content providing a virtual product location;  
receiving a virtual product content from a peripheral virtual product source;  
editing the original source media;  
inserting the virtual product content in the virtual product location of the original source media[.]; and  
updating the virtual product content within the virtual product content location.
27. (Previously Presented) The method of claim 26, wherein the original source media is a video game.
28. (Previously Presented) The method of claim 26, wherein the original source media is at least one of a streaming video, a film, a video stream, and a video file format.
29. (Previously Presented) The method of claim 26, wherein the receiving of the virtual product content from a peripheral virtual product source further comprises the step of receiving the peripheral virtual product source from

at least one of a network, a website on a network, and a peripheral computing system.

30. (Previously Presented) The method of claim 29, wherein the virtual product content is updated by the peripheral virtual product source.
31. (Previously Presented) The method of claim 26, wherein the editing of the original source media further comprises the step of digitizing the original source media.
32. (Previously Presented) The method of claim 26, wherein the inserting of the virtual product content occurs through at least one of a paint, a montage, an animation, and an instantiation processes.
33. (Currently Amended) A system for placing virtual products within a moving media, comprising:
  - an original moving media content source including a removable content,
  - the removable content providing a virtual product location;
  - a network in communication with the original moving media content source, the network providing a virtual product source; and
  - a virtual product disposed within the virtual product source, the virtual product being a commercial item enabled for placement in the virtual product location of the removable content and update in the virtual product location of the removable content,wherein the virtual product is downloaded from the network, ~~and~~ placed, and updated on the moving media in the virtual product location.
34. (Previously Presented) The system of claim 33, wherein the network includes at least one of a website on a network and a peripheral computing system.

35. (Previously Presented) The system of claim 33, wherein the virtual product source updates the virtual product location on the removable content within the original moving media content source.
36. (Previously Presented) The system of claim 33, wherein the original moving media content source is a video game.
37. (Previously Presented) The system of claim 33, wherein the original moving media content source is at least one of a streaming video, a film, a video stream, and a video file format.
38. (Previously Presented) The system of claim 33, wherein the original moving media content source is a digital source content.
39. (Previously Presented) The system of claim 33, wherein the virtual product is placed within the virtual product location through at least one of a paint, a montage, an animation, and an instantiation process.
40. (Withdrawn) A method of selling the placement of products in moving media content released over time, comprising:  
dividing the time over which the content is released into a plurality of time slots;  
selling the placement of a product in the content by time slot; and  
placing the product into the content released in the time slot for which the product placement was sold  
updating the product in the content by downloading a new product into the content from a network.
41. (Withdrawn) The method of claim 40, wherein the network includes at least one of a website on a network and a peripheral computing system.

42. (Withdrawn) The method of claim 40, wherein the original moving media content source is a video game.
43. (Withdrawn) The method of claim 42, wherein the original moving media content source is at least one of a streaming video, a film, a video stream, and a video file format.
44. (Withdrawn) The method of claim 43, wherein the original moving media content source is a digital source content.
45. (Withdrawn) A method of selling the placement of products in moving media content released in a plurality of geographic areas, comprising:  
producing different versions of the content for different geographic areas;  
selling the placement of a product in the content by geographic area;  
placing the product into the geographic version for which the product placement was sold; and  
updating the product in the different versions of the content for different geographic areas by downloading a new product into the content from a network.
46. (Withdrawn) The method of claim 45, wherein the network includes at least one of a website on a network and a peripheral computing system.
47. (Withdrawn) The method of claim 45, wherein the original moving media content source is a video game.
48. (Withdrawn) The method of claim 47, wherein the original moving media content source is at least one of a streaming video, a film, a video stream, and a video file format.

49. (Withdrawn) The method of claim 48, wherein the original moving media content source is a digital source content.
50. (Withdrawn) A method of selling the placement of products in moving media content distributed in a plurality of channels, comprising:  
producing different versions of the content for different channels;  
selling the placement of a product in the content by distribution channel;  
placing the product into the channel version for which the product placement was sold; and  
updating the product in different versions of the content for different channels by downloading a new product into the content from a network.
51. (Withdrawn) The method of claim 50, wherein the network includes at least one of a website on a network and a peripheral computing system.
52. (Withdrawn) The method of claim 50, wherein the original moving media content source is a video game.
53. (Withdrawn) The method of claim 52, wherein the original moving media content source is at least one of a streaming video, a film, a video stream, and a video file format.
54. (Withdrawn) The method of claim 53, wherein the original moving media content source is a digital source content.
55. (Previously Presented) A digital source content disposed on a streaming video, comprising:  
a source content including a motion picture;  
a removable content disposed within the source content for providing a virtual product location; and

a communication assembly in communication with a virtual product source providing a virtual product which is a commercial item, the communication assembly providing access to the source content and the removable content, wherein the communication assembly allows the virtual product source to place and update the location of a the virtual product within the removable moving media through utilization of the removable content disposed within the source content.

56. (Previously Presented) A digital source content disposed on a digital video disk (DVD), comprising:

a source content including a motion picture;  
a removable content disposed within the source content for providing a virtual product location; and  
a communication assembly in communication with a virtual product source providing a virtual product which is a commercial item, the communication assembly providing access to the source content and the removable content, wherein the communication assembly allows the virtual product source to place and update the location of a the virtual product within the removable moving media through utilization of the removable content disposed within the source content.

57. (Previously Presented) The removable moving media of claim 19, wherein the virtual product is a commercial item associated with a brand identity.

58. (Previously Presented) The removable moving media of claim 57, wherein the commercial item comprises packaging containing a consumable product.

- 59. (Previously Presented) The removable moving media of claim 58, wherein the commercial item is a can of beer.
- 60. (Previously Presented) The removable moving media of claim 26, wherein the virtual product content is a commercial item associated with a brand identity.
- 61. (Previously Presented) The removable moving media of claim 60, wherein the commercial item comprises packaging containing a consumable product.
- 62. (Previously Presented) The removable moving media of claim 33, wherein the virtual product is a commercial item associated with a brand identity.
- 63. (Previously Presented) The removable moving media of claim 62, wherein the commercial item comprises packaging containing a consumable product.
- 64. (Previously Presented) The digital source content of claim 55, wherein the virtual product is a commercial item associated with a brand identity.
- 65. (Previously Presented) The digital source content of claim 64, wherein the commercial item comprises packaging containing a consumable product.



66. (New) A removable moving media, comprising:
- a source content adhering to an MPEG-4 format;
  - a removable content disposed within the source content for providing a virtual product location; and
  - a communication assembly in communication with a virtual product source providing a virtual product which is a commercial item, the communication assembly providing access to the source content and the removable content,
- wherein the communication assembly allows the virtual product source to place and update the location of the virtual product within the removable moving media, via an instantiation of the virtual product, through utilization of the removable content disposed within the source content.